



Memo

To: Mark Sanchez, Executive Director
From: David Morris, Public Affairs Manager
Date: 6/11/2012
Re: Recommendation of Award, P2012000023, Media and Public Relations

The Albuquerque Bernalillo County Water Utility Authority issued the referenced Request for Proposals (RFP) to solicit proposals from qualified vendors to provide Media and Public Relations.

The RFP was posted on the Sicomm website and advertised in the local newspaper. Four (4) responses were submitted for evaluation. The Ad Hoc evaluation committee reviewed, evaluated, and scored the responses in accordance with the evaluation criteria published in the RFP. The committee selected the top two scoring companies, Griffin and Associates and Cooney, Watson and Associates, for presentations and to provide answers to previously submitted questions. After the presentations, requests for clarification were made to both vendors to address issues that were identified during the demonstrations.

I concur with the committee's recommendation for presentations and questions. Listed are all the respondents' composite scores. The largest total composite score possible is 3,000 points.

<u>Offeror</u>	<u>Total Composite Score</u>
Griffin and Associates	2891.9
Cooney, Watson, and Associates	2803.6
Carroll Strategies	2065.0
DW Turner	2508.0

After completing the presentations, and the question and answer sessions, the ad hoc evaluation committee rescored the responses of the top two respondents in accordance with the evaluation criteria published in the RFP. Listed below are the composite scores of Griffin and Associates and Cooney, Watson, and Associates after the rescoring.

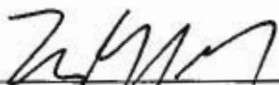
<u>Offeror</u>	<u>Total Composite Score</u>
Griffin and Associates	2805
Cooney, Watson, and Associates	2848

The committee recommended the award of the contract to Cooney, Watson, and Associates as that company had the highest composite score and is qualified to perform the work. I concur with the committee's recommendation.

Water Authority Board approval is required for this procurement. Negotiations with the vendor shall begin immediately upon your approval.

Approved:

Recommended:

 6/11/12

Mark Sanchez Date
Executive Director

 6/11/2012

David Morris Date
Public Affairs Manager

Attachments:

Composite Score Sheet, Final Evaluation

Original:
Copy:
File:

Thomas Courtin, Senior Buyer, ABCWUA, DFAS
Ramona Martinez, Materials Management Officer, COA DFAS
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Public and Media Relations

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EVALUATOR	EVALUATION CRITERIA	EVALUATION FACTORS	OFFERORS			
			DW Turner	Carroll Strategies	Griffin & Associates	Cooney Watson & Associates
DM	The overall ability of the Offeror, as judged by the evaluation committee, to successfully complete the tasks and functions as outlined in Part 3, Scope of Services. This judgment will be based upon factors such as references, experience, availability of staff and resources, and qualification and experience of staff.	Up to 300	225	200	250	285
KY			260	0	280	260
SS			260	150	270	250
	SUB TOTAL		745	350	800	795
DM	The Offeror's past performance in development and execution of public relations/marketing campaigns. Quality of work and documented outcomes will be considered.	Up to 300	250	225	250	285
KY			280	240	290	260
SS			280	250	270	270
	SUB TOTAL		810	715	810	815
DM	The Offeror's relevant experience with public sector clients and in public outreach and communications in natural resources conservation.	Up to 200	100	100	175	200
KY			100	100	200	200
SS			60	200	200	200
	SUB TOTAL		260	400	575	600
	SUB TOTAL TECHNICAL SCORE		1815	1465	2185	2210
DM	Cost Proposal – The costs proposed by the Contractor as described in Section 2.2 of this RFP to perform the tasks listed in Part3, Scope of Services. The evaluation of this section will occur after the technical evaluation, based on a cost/price analysis.	Up to 200	155	200	148	112.9
KY			155	200	148	112.9
SS			155	200	148	112.9
	SUB TOTAL		465	600	444	338.7
	SUB TOTAL COMPOSITE SCORE	Up to 3000	2280	2065	2629	2549
	5% LOCAL BUSINESS PREFERENCE		114.0	0.0	131.5	127.4
	5% SMALL BUSINESS PREFERENCE		114.0	0.0	131.5	127.4
	TOTAL COMPOSITE SCORE		2508.0	2065.0	2891.9	2803.6

**Public and Media Relations
P2012000023
FINAL EVALUATION**

EVALUATOR	EVALUATION CRITERIA	EVALUATION FACTORS	OFFERORS	
			Griffin	Cooney Watson
	The overall ability of the Offeror, as judged by the evaluation committee, to successfully complete the tasks and functions as outlined in Part 3, Scope of Services. This judgment will be based upon factors such as references, experience, availability of staff and resources, and qualification and experience of staff.	Up to 300		
DM			250	290
KY			280	260
SS			300	250
	SUB TOTAL		830	800
	The Offeror's past performance in development and execution of public relations/marketing campaigns. Quality of work and documented outcomes will be considered.	Up to 300		
DM			250	290
KY			270	240
SS			250	200
	SUB TOTAL		770	730
	The Offeror's relevant experience with public sector clients and in public outreach and communications in natural resources conservation.	Up to 200		
DM			100	200
KY			150	200
SS			100	200
	SUB TOTAL		350	600
	SUB TOTAL TECHNICAL SCORE		1950	2130
	Cost Proposal – The costs proposed by the Contractor as described in Section 2.2 of this RFP to perform the tasks listed in Part 3, Scope of Services. The evaluation of this section will occur after the technical evaluation, based on a cost / price analysis.	Up to 200		
DM			200	153
KY			200	153
SS			200	153
	SUB TOTAL		600	459
	SUB TOTAL COMPOSITE SCORE	Up to 6000	2550	2589
	5% LOCAL BUSINESS PREFERENCE		127.5	129.5
	5% ADDITIONAL SMALL BUSINESS PREFERENCE		127.5	129.5
	TOTAL COMPOSITE SCORE		2805	2848